

Maternal and Child Health Programs

Eliminating Racial and Ethnic Disparities

The MCH program within the Division of Public Health provides funding and leadership for a number of programs that address inequities and disparities in health.

- **Department of Health Services Accountability Measure:** *Reduce preterm, low birth weight and infant mortality rates for BadgerCare Plus HMO members in Southeastern Wisconsin* : The Division of Health Care Access and Accountability (DHCAA) and the Division of Public Health (DPH) are monitoring and tracking this priority initiative, including improving breastfeeding rates; identifying new communities for fetal and infant mortality and child death reviews; poor birth outcome assessments for BadgerCare Plus members; preterm labor prevention, including the use of 17P; and the web-based registry for high risk pregnant women.
- **Fatherhood and Racism:** Stakeholders in Milwaukee continue to meet and network on fatherhood efforts, including training for men in the community, community education on racism, Fatherhood summit planning, and sharing lessons learned with the ‘second round’ of state action learning collaboratives, sponsored by the Kellogg foundation.
- **Fetal and Infant Mortality Review (FIMR) and Childhood Death Review (CDR):** The Children’s Health Alliance for the “Keeping Kids Alive” initiative is funded to expand local/regional teams to review fetal, infant, and other child deaths. The Wisconsin Healthiest Families Initiative includes a focus on moving review recommendations to community prevention at the local and regional level.
- **Healthy Start:** There are 2 Healthy Start projects in Wisconsin:
 - Great Lakes Intertribal Council has the Honoring Our Children project focusing on preconception, prenatal, and early child services to reduce disparities in birth outcomes and improve family well-being among 8 Wisconsin tribes.
 - The Black Health Coalition of Wisconsin has the Milwaukee Healthy Beginnings Project focusing on targeted services to pregnant women of color residing in the jail and zip codes with the highest disparities of birth outcomes.
- **Home Visiting:** Using state and federal funds, the Department of Health Services collaborates with the Department of Children and Families (DCF) to implement evidence-based home visiting programs across the state, to improve birth outcomes, improve maternal health, improve family functioning, and promote child health, safety, and development. The use of home visiting services is supported by Wisconsin legislation and recommendations from the Governor’s Early Childhood Advisory Council.
- **Maternal and Child Health Block Grant:** These federal Title V funds support central and regional staff salaries and statewide and local projects, using a life-course

approach, to improve birth outcomes, early childhood systems, services for children and youth with special health care needs, adolescent health, and women's health.

- **Maternal Health and Maternal Care:** The Wisconsin Association for Perinatal Care receives Title V Block Grant funding to conduct a pilot project in Southeastern Wisconsin on preconception health. They continue to support hospital regionalization of perinatal services through a self-reporting on-line assessment.
- **Maternal Mortality Review:** The MCH program abstracts cases of all pregnancy related deaths within the state for an annual multi-disciplinary team review. Efforts are currently under way for a report of the data from 2006-2010.
- **Medicaid Managed Care Medical Home Pilots for High Risk Pregnant Women:** The Medicaid and MCH programs collaborate on a 'Medical Home Pilot to reduce poor birth outcomes among high-risk pregnant women, including implementation of evidence-based approaches, such as Centering Pregnancy, in southeastern Wisconsin.
- **PRAMS:** DPH implements the Pregnancy Risk Assessment Monitoring System (CDC-funded statewide survey), to monitor the health and experiences of women before, during, and after pregnancy. Data are used to help inform programs and policies for women, their infants, and families. Fact sheets have been completed on Postpartum Depression and Safe Sleep Practices; a fact sheet on Breastfeeding is near completion.
- **Prenatal Care Coordination (PNCC):** In an effort to improve the reach of PNCC services to women eligible for this benefit:
 - o The Reproductive Health/Family Planning program in DPH is promoting PNCC services within Family Planning clinics.
 - o DPH has collaborated with DCF to include PNCC in the Family Foundations home visiting sites.
 - o DHCAA and DPH are revising guidelines and provider certification procedures for this Medicaid benefit of non-medical services, to improve collaboration between HMOs, PNCC, and medical providers in the management of high risk pregnant women.
- **Statewide Initiative and Advisory Committee on Eliminating Racial and Ethnic Disparities in Birth Outcomes:** Established in 2005, this statewide initiative and advisory committee has effectively raised awareness about the persistent disparity between African American and white infant deaths. Partnerships include a wide array of stakeholders, representing advocates, health plans, health care providers, community-based organizations, policy makers and academia. The Committee meets bi-annually to discuss current activities, hear success stories, foster effective collaboration, identify existing resources, facilitate action at the state, local, and community level, and offer recommendations to DHS. See <http://www.dhs.wisconsin.gov/healthybirths/>

- **Striving to Quit:** With funding from a new CMS grant, DHCAA and DPH are ready to launch a new initiative to help pregnant BadgerCare Plus members quit smoking and remain quit after delivery. *Striving to Quit* is a partnership with the Wisconsin Women's Health Foundation's First Breath program, and targets high-risk pregnant women in Dane, Kenosha, Milwaukee, Racine, and Rock counties.
- **University of Wisconsin School of Medicine and Public Health, Life-Course Initiative for Healthy Families (LIHF):** DPH collaborates on this \$10 million initiative of the Wisconsin Partnership Program (WPP) for a multi-year, community-designed program to improve African American birth outcomes in Milwaukee, Racine, Kenosha, and Beloit. Dr. Murray Katcher, Chief Medical Officer, State MCH Program, Dr. Lora Wiggins, Chief Medical Officer, Wisconsin Medicaid, and Georgia Cameron, Deputy Director of the DPH Southeastern Regional Office, are members of the LIHF Steering Committee, a subcommittee of the WPP Oversight and Advisory Committee.
- **Wisconsin Healthiest Women Initiative:** DPH is collaborating with health, social services, education, and government partners on a preconception health initiative that includes:
 - A framework that outlines systems-level strategies to address the critical health, socioeconomic, and environmental needs of women and men of reproductive age, to improve birth outcomes and prevent chronic disease.
 - A pilot project to integrate preconception health into existing health services within a woman's health clinic and 2 HMOs in Southeast Wisconsin
 - A pilot project with 5 Family Planning clinics to integrate inter-conception health messaging and services including, depression screening, weight management, smoking cessation, into existing family planning visits.
- **Wisconsin Public Health Improvement Initiative:** DPH is working with the Kenosha County Division of Health to implement plan-do-study-act cycles to improve women's health, PNCC services, and reduce infant mortality.
- **Wisconsin Youth Sexual Behavior:** This web page provides access to publications that summarizes data from several sources about sexual behavior and outcomes among Wisconsin youth. It also provides links to related DHS programs, Department of Public Instruction resources, and national sites. Please see <http://www.dhs.wisconsin.gov/stats/s-behyouth.htm>